Bay-Delta Sport Fishing Enhancement Stamp Advisory Committee

Meeting Minutes January 18, 2007, 9:00 am – 1:00 pm Yolo Wildlife Headquarters

Attendees

Jim Crenshaw, Committee Chair John Buettler, Committee Jim Edgar, Committee Carter Fickes, Committee Phil Havlicek, Committee Ken Jones, Committee Bob Strickland, Committee

Neil Manji, DFG, Fisheries Branch Chief Heather McIntire, DFG Karen Mitchell, DFG Bernadette Fees, DFG, Office of Communications and Education Carrie Wilson, DFG, Office of Communications and Education

Jackson Chapman, CSBA John Banks, CSBA Whitey Rasmussen, CSBA Dave

Minutes

There were no minutes for review.

Action Log Items

BDSFES Action Log Summary for January 18, 2007							
Item Number	Status	Action	Desired Close Date	Status 1/18/07			
58	Open	Agenda: DFG staff will discuss the biggest opportunities and biggest problems within the BDSEFES geographic range	On-going	There are no presentations scheduled for this meeting.			
64	Open	Striped Bass Stamp Fund Update	On-going	The SBSF Committee met and Jim Crenshaw will fill us in on what happened.			
70	Open	Ask Striped Bass Stamp Fund advisory committee to consider a press release discussing the strong striper season and how population composition	06/07/05	The striped season is no longer a strong one and this item can be closed.			
73	Open	Julie Oltman's Bill Update	On-going	There are no updates at this time.			

		The Fisheries Advocate subcommittee will determine the		This topic is not on today's agenda. This item will be
76	Open	need and role of a fisheries advocate	06/07/05	on the March agenda.
78	Open	Add to agenda: Fisheries Advocate subcommittee report	06/07/05	The committee would like all the action log items related to this topic to be consolidated.
80	Open	When necessary, provide committee with activities that are near recommended projects.	On-going	There are no updates at this time.
81	Open	Add to agenda: New Project Ideas	On-going	New Projects is on today's agenda.
82	Open	Provide Committee with a financial overview at each meeting.	On-going	A financial overview was included in your meeting packet.
83	Open	Add to Agenda: Discussion of needs, role, and job description of the fisheries consultant	01/12/06	This topic will be added to the March agenda. Consolidate this topic with the other Fisheries Advocate items.
84	Open	Invite the head of the Fish Salvage Program to the next BDSFES meeting.	04/24/06	No one from the Fish Salvage Program will be at today's meeting.
85	Open	Invite Dan Odenweller to discuss his striped bass work		Dan Odenweller was not invited to today's meeting.
	- S P S N			A project tracking spreadsheet is being created.
86	Open	Create a project tracking spreadsheet	09/27/06	There is a one-page handout for today's meeting.
90	Open	Provide financial status report for the Central Valley Angler Survey, anticipated long-term costs, and the SFRA cost-share at the January meeting.	01/17/07	Rob Titus from the Central Valley Angler program will be invited to the March meeting for a presentation.
93	Open	Add to agenda in Jan/Feb meeting to discuss Sturgeon Punch Card funding when the FGC meeting makes a decision.	11/14/06	The sturgeon punch cards will be discussed at today's meeting.
97	Open	Add fisheries consultant to January meeting	01/17/07	This item has been postponed and will be discussed at the March meeting.
99	Open	Make cover page and support documentation for the director's signature for committee recommendations.	01/18/06	A coversheet and support documentation has been created. A copy of the cover sheet for projects approved at the last meeting is being handed out.
100	Once	Contact Education Office to begin discussions of an education strategy to bring anglers up to speed on POD issues.	04/49/06	The Office of Education and Communication was contacted and we will be working with them to create
100	Open	Committee will work with Department to create a POD educational strategy.	01/18/06	this strategy.
101	Open		01/18/06	This item will be on the next agenda.
102	Open	Add funding/priority matrix to next agenda	01/18/06	Funding priorities and the funding matrix will be discussed today.
103	Open	Provide committee with SB 1575 process updates and opportunities for input.	on-going	There are no updates at this time.

<u>California Fishing Passport</u> (Bernadette Fees and Carrie Wilson, DFG)

The Director formed an office last year and brought all education, press, publications people together. Bernadette is the Assistant Deputy Director to the Office of Communication and Education.

Carrie Wilson sought a way to promote angling in California. Her idea cumulated in the creation of the California Fishing Passport Program. This program currently includes the California Fishing Passport book, the California Finfish and Shellfish Identification book, and the fish-measuring sticker. The International Sportsmen Expo (ISE) was the introduction of the California Fishing Passport Program. The passport book includes 150 sport fish species. It acts like a travel booklet with the ability to record when you catch individual species; anglers can record where and what fish they caught. Perhaps it will encourage anglers to target species they do not usually fish. The Passport Program is intended to encourage people to fish. When anglers purchase their fishing license, they will receive a copy of the passport book.

Anglers who catch fish in the passport book can go to their local DFG office and have their book stamped. This stamp is similar to a visa stamp as it authorizes an angler's catch for that specific species. Anglers will need a photograph or a witness's signature. We want to keep this fun!

Anglers that do not require a fishing license can request a passport book and we will send one through the mail. We would like to offer these to other license agents in a few months.

Last summer we had three youth events and provided passport books to these groups: a Mammoth Lakes fishing day, pier fishing in Santa Monica, and a boat trip. The expense was absorbed by the DFG and its sponsors (see back of the booklet). These sponsors are providing financial support and their logos are printed on this book.

Another part of the Passport Program is the fish-measuring sticker for putting on tackle boxes, bumpers, or on the side of boats. We have found funding to produce these measuring stickers. Anyone who participates in the Passport Program receives a measuring sticker. They are also available to other DFG programs until stock runs out.

The Passport Program brought together DFG staff throughout the state. In addition to the passport book, this team created a fish identification book. The fish ID book is a field guide and has all the species listed in the passport book. This field guide is a companion to the passport book, but it is also an outstanding stand-alone guide to California fishes. The pictures are all original art work. It is a high quality book.

The passport book and the fish ID book costs DFG about \$2.00 to produce. We will be selling the fish ID book to our license agents for \$4.00. We want to expand distribution and get them on the shelves.

The DFG is limited as we cannot make a profit, but we can recoup our costs.

It was a challenge determining the price. It is a technical manual and we did not want to sell advertising to cover the cost of this guide. We need your assistance with purchasing our next production round. We need money upfront because this program is just beginning and we do not have any sales of the book.

John Beuttler – If we get the money back, does BDSFES get the funds back?

This has not yet been discussed.

We will need to keep printing additional runs. We are working with other sponsors on the passport book. We would like to get out 250,000 copies of the fish ID book. We will use funds from the sale of these books to support production of both books.

The Department is asking the Committee for \$250,000 to cover costs of printing 250,000 of the fish ID books.

John Beuttler – I would like to see a written proposal that includes cost replacement strategy. How will you pay back the upfront money we lend? We need to stretch our funds and it seems that you could sell the guide for significantly more than \$4.00 and use those funds to support this program. There are also distribution costs. Will you pay us back the up front money?

Bob Strickland – Are you acting as a distributor? Could Jim as a retailer sell it for more than \$4.00? Yes, we cannot control how much the distributor sells the guide for.

If the plan is to pay the money back, then why can't you get the money elsewhere? The fiscal year is not completed; there should be additional funds available at the end of the year, so why can't we use those funds instead of BDSFES funds?

We have used a lot of creative funding to put up the first \$100,000.

Neil Manji – There are on-going costs associated with passport. The Committee may want to consider being part of this program even if we cannot recoup the costs. One of the proposals should include the passport's on-going costs because those costs will not be recouped.

Jim Crenshaw – Costs should include continuation of the entire Passport Program. The cost of the guide should include the long-term, on-going costs of the program. It is likely that the retailer will want to sell the book for more than \$4.00.

Ken Jones – Pier anglers do not require a license.

They can get it from a license agent or from the DFG agent. We want to encourage license sales. We have not yet considered pier anglers at this point.

John Banks – The DFG should stamp a price on the cover of the book so that everyone will be more likely to sell it for the same price. Make the price higher than \$4.00 so that the DFG can earn enough money to support the program!

 ACTION ITEM: Bernadette will provide a written proposal at the next meeting

POD Education (Bernadette Fees, DFG)

There are a lot of ways we communicate information to the public. Our primary vehicle is information directly to the consumer: informational pamphlets, DFG website, and media relations staff- press releases/press events/ public meetings. It is important to the DFG and our office that we can help you with that since it is our responsibility. There is a publication website.

- ACTION ITEM: Provide Jim Crenshaw's contact information to Bernadette Fees and Carrie Wilson.
- ACTION ITEM: Authorize the Communication and Education Department to prepare press releases on POD and sturgeon.

Sturgeon Punch Card (Neil Manji, DFG, Fisheries Branch Chief)

The Fish and Game Commission met on December 8, 2006 and modified the proposed regulation from 40-66 inches to 46-66 inches (current regulation size limit is 46-72 inches). The new proposed slot limit will come into effect on March 1, 2007. BDSFES funds were authorized to pay for the Sturgeon Punch Card. Approximately \$29,000 will pay for 200,000 punch cards. Additional funding will be needed for distribution to license agents. Total cost will be approximately \$35,000.

Neil Manji – The DFG went forward with the rule-making package. Regulations have gone to print and they will be available in March. This is the third meeting that this issue has been brought up. We have let you know that we would be asking the Committee to fund all or part of the punch card. Then, at the last meeting in Sacramento we brought it up a third time and told the Committee that Sonke had brought it to the Director's attention. I thought it was fairly clear at that meeting that the Director said we would use BDSFES funds for this punch card. We originally estimated that it would cost between \$30,000 and \$40,000. The cards are made of cloth like material and they can be attached to the fish that are caught. This is a test flight of these things. It is going to take individuals time to get up to speed on this. This is a better deal than we originally thought. There may be some additional cost associated with distribution. We anticipate it may cost another \$3,000, so total cost will be in the mid \$30,000.

I understand your frustration, but I thought there was an agreement that the anglers did not pay the cost of this. We anticipate getting a lot of information from these tags. At the last Fish and Game Commission hearing, Marty provided a good presentation on the biology behind these regulation changes and the punch card's purpose. We have tried to publish this as best we could. There were several public meetings. We did not provide this in the document that the Director had approved at the last meeting. At the next meeting we will have another signature sheet with this project.

John Beuttler – The Committee would like to have considered supporting the project or not. The Director has made it clear that he is making the decisions. The Central Valley Angler Survey money decision was made by the Director without asking the Committee. I want to send a letter to the Director asking him to define the role of the Committee.

Neil Manji – I agree that over the last six months we should have had a motion to fund this project. During those discussions on the sturgeon, the Director made it very clear that he does not want the anglers to pay for these. The Director feels this is important.

ACTION ITEM: Invite Marty Gingras to give a presentation on sturgeon.

The Department needs to report to the Committee why their recommendations are not followed.

Neil Manji – We need to provide a response to the Committee. We need to be as professional as possible from here on out. We need to develop a procedure and notify the group in writing on bigger issues.

New Sturgeon Forensic Proposal

The Sturgeon Forensics Proposal has been revised based on the Committee's concerns about costs. The large, costly equipment has been taken out of the proposal and it contains contracts to do the work that DFG would have done with the new equipment.

Are there any other mechanisms that could do the same thing? Not currently. There are no other funding sources available for this project. This proposal allows the DFG forensic lab to gather a detailed reference library that can be used to evaluate evidence.

Neil Manji – We would want a vote at the next meeting.

John Beuttler – The project overview needs more information.

Heather has the complete proposal and will provide it to the Committee.

- Action item: Heather will provide the complete Sturgeon Forensic Proposal to the Committee.
- Action Item: Invite Jeff Rodzen to the next Advisory Committee meeting.

Priority Matrix

The Committee discussed the PSN's evaluation criteria that the Committee will use to evaluate projects. The Committee recommended the following changes.

- Need balance geographically; identify it as a separate priority
- Yes/No and numerical ranking
- Magnitude of benefits; drop benefit duration
- Has to meet what's in the legislation
- Species priority (+5)
- Creates fish (0-5)
- Feasibility (0-5)
- Matching funds (0-5)
- Benefit (0-10)
- Risk (0-10)
- Benefit other sport fishing (0-5)
- Do they need an ESA permit (yes/no)

Next Meeting

Special Meeting

The Advisory Committee will meet on February 14, 2007 at 9:00 a.m. at the Yolo Wildlife Headquarters to vote on the PSN evaluation criteria.

Advisory Committee Meeting

The next Advisory Committee business meeting will be on Wednesday, March 28, 2007 at 9:00 a.m. at the Yolo Wildlife Headquarters.